

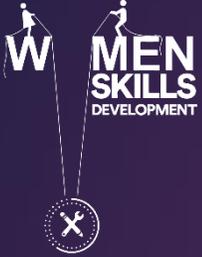


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# Digital Marketing

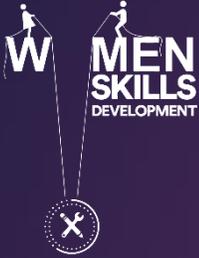
UNDERSTANDING BASICS





# Understanding Digital Evolution

- ▶ Digital Advancement -> Changes in consumer behavior
- ▶ Growth of internet -> Its impact on ways of doing business
- ▶ How mobile technology has increased reach?
- ▶ How our communication has evolved over time – with use of Social Media
- ▶ Online interaction has over taken traditional ways of interacting

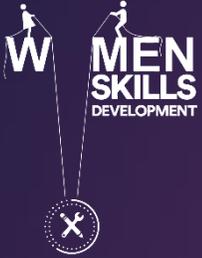


# Understanding Customers

- ▶ Customers are now more informed and have more choices
- ▶ With the advance of digital customers, expectations have also changed
- ▶ they expect services to be online.
- ▶ Furthermore, as technology provides instantaneous results, while customers expect more, they expect it faster.
- ▶ Customers also expect the overall user experience to be intuitive. If not, they can easily and quickly find alternatives.



***And that is it the heart of what digital brings. A shift in power to the customer***



# Think about yourself!

- ▶ How the digital evolution is changing your purchase patterns?
- ▶ How you buy now versus how you bought a couple of years back?
- ▶ Have you noticed any changes in your purchase patterns? What are they? Why do you think this is the case?



# Digital Development



Mobile devices now account for over 50% of web page views worldwide.

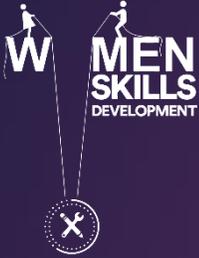


In early 2020, the total number of Internet users was 4.5 billion



Number of social media users worldwide was 3.2 billion

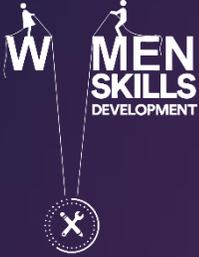




# Benefits of Digital Growth to Customers



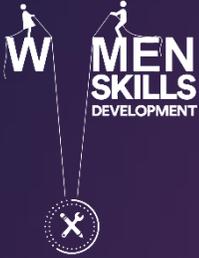
- ▶ Online interaction is available any time, through email, web, social media, etc.
- ▶ Easier accessibility through mobile devices
- ▶ Faster interaction – instant communication
- ▶ Digital interactions are cheaper for the consumer, as they don't require call charges, etc.
- ▶ Digital interactions are easier to link to records and receipts for consumers.
- ▶ Customers are more informed.
- ▶ They have more choice because they can search for and evaluate products and services online before buying.



# Challenge & A Business Opportunity

- ▶ **The challenge for businesses is to understand and develop the content to help customer in their decision making process.**
- ▶ The amount of time spent on social media is increasing year on year,
- ▶ The average user spends close to two hours a day on social media.
- ▶ If you look at this over an average lifetime, it is around **five years and four months**, which is more time than an average person spends eating over their lives.

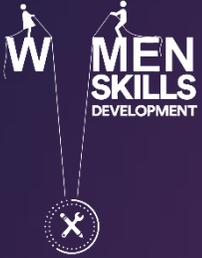
How can you use your customers' time for your benefit / business growth?



# What should be your goal?

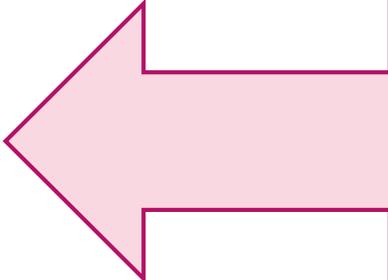
- ▶ Your ultimate digital marketing objective is:
  - ▶ To drive more valuable actions like contact requests, leads, and sales using digital methods
- ▶ For this purpose, your goal should be seamless user experience (UX)
- ▶ Good UX is that you make it easier for potential customers to do business with you.

A good rule of thumb is to create a user experience that is intuitive and personalized so users can find, search, buy, or contact businesses using digital technology.

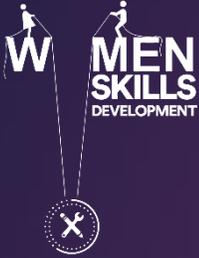


# Leading to Customer Experience (CX)

- ▶ Go beyond seamless user experience (UX)
- ▶ Take care of all customer touch points and interactions:
  - ▶ Web,
  - ▶ Email,
  - ▶ Brochure,
  - ▶ Support and service.



**Customer experience (CX), focuses on how the customer is made to feel rather than just product / service usability.**



# How is CX measured? Customer Reviews



## IMPORTANT KEY FACTS

- ▶ According to studies, consumers are likely to spend 31% more on products or services from businesses that have excellent reviews.
- ▶ 85% percent of customers trust online reviews as much as a personal recommendation.
- ▶ Conversely, negative reviews drive away customers.
- ▶ Research shows that 86% of potential customers will not purchase products or services from a business with negative reviews.
- ▶ When negative reviews pop-up on Google searches, businesses can lose up to 70% of future customers.

# So what's your job here?

- ▶ Effective and Efficient Management of Use of Social Media

## Why?

TO HAVE  
POSTIVE IMAGE  
OF YOUR  
BUSINESS /  
EMPLOYER

## How?

Online  
Reviews

Recommen-  
dations

Celebrity  
Endorse-  
ments  
Influencers

Effective  
Audio /  
Visuals



THANK YOU

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